

ON THE OWNERSHIP AND OPERATIONS OF PULSE ASIA

This is in response to renewed allegations in some opinion columns that Pulse Asia is owned and controlled by relatives of President Benigno S. Aquino III. These allegations were first hurled during the campaign for the presidency in 2009.

To set the record straight, two relatives of President Aquino helped established Pulse Asia in 1999, Mr. Antonio O. Cojuangco and Mr. Rafael C. Lopa. Pulse Asia has never denied their involvement with the organization. **From the start, however, Mr. Cojuangco and Mr. Lopa were never involved in the core operation of the organization, its research work, the most regular of which is Pulse Asia's regular quarterly survey, *Ulatng Bayan*.** Both Mr. Cojuangco and Mr. Lopa have also divested their shares from Pulse Asia Inc.

All research projects of Pulse Asia have and continue to be exclusively undertaken by a core group of academics, all independent social scientists affiliated with reputable institutions in the country. We conduct our work in a thoroughly non-partisan and academic manner.

As academics, the members of Pulse Asia's core staff readily submit to the social science community with respect to the integrity of our research and the validity of the methods employed. In disseminating the results of our own surveys and the technical details of our research, we open ourselves to comments from fellow academics and those who study and assess public opinion polls. We have made no claims of infallibility as we submit that every research undertaking has its intrinsic limitations, weaknesses and possible errors that are all noted in every technical detail of our survey reports.

In releasing the results of our own surveys, we are motivated solely by the mission that we have committed ourselves to--providing a periodic measurement of the public pulse as a key ingredient for creating a robust democracy. Though we know that some individuals, groups or sectors may not agree with the expressed opinion of the public on issues, individuals, and institutions, our task is to systematically monitor these opinions and report the results without embellishment.

Pulse Asia's Board is comprised of academics and researchers. This information, as well as all the publicized media releases of the organization, could be accessed at <http://pulseasia.ph>, the organization's website. In 2013, Pulse Asia Inc. Board decided to cease its operation as a stock and profit corporation. A new organization, non-stock and non-profit, Pulse Asia Research Inc. was establish to continue to pursue the organization's mission.

Ronald D. Holmes
President, Pulse Asia Research Inc.
30 October 2013